

DESIGN BUSINESS ASSOCIATION
DESIGN EFFECTIVENESS AWARD 2010



HERITAGE

PACKAGING

4.3 BRANDED - OTHER

PROCTER & GAMBLE

K-CREATION

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FOR PUBLICATION

EXECUTIVE SUMMARY

Recognizing that we need to bring emotion into the purchase to defend against retailer brands, we leveraged the Nostalgia inherent in the FAIRY brand – bringing back a limited edition version of the iconic white bottle has touched the heart of the nation.

This initiative has elevated the FAIRY UK business to record share levels. It enabled:

- Reaching record One-Dish (Hand Dish + Auto Dish) shares of 44.7% across March¹.
- Breaking the 70% share barrier on Hand Dish for the first time in Feb (70.4%) plus the second highest month on record in March at 66.7%.
- In the 12 weeks to 16th May 2010, household penetration of FAIRY Original (all sizes) increased by 10 ppts from 13% of households (12 weeks to May 17th 2009) to 23% of Households².
- Gave FAIRY record Public Relation coverage: 70 editorial coverage's representing a total reach figure of 197 364 063 vs. editorial target reach was 35,935,000³.
- Breaking the 70% share barrier on Hand Dish for the first time in February vs 55%.
- Delivering highest share for two years on Auto-Dish of 26.2% across March despite coordinated deep competitive deals in most major retailers.

The Heritage concept has demonstrated it is meaningful for our consumers, powerful for our customers and inspiring for all the employees of Procter & Gamble who worked in this category and especially in the UK market.

Words count 226





OUTLINE OF PROJECT

The objective of this project was to delight consumers by bringing back a classic design 10 years after it disappeared from our shelves. We aimed to generate excitement amongst the trade, the media and our shoppers, and celebrate an iconic brand as it reached its 50th birthday.

The original white FAIRY Liquid bottle is still held in nostalgic affection: it brings back memories of the FAIRY jingle, Nanette Newman, washing with mum, building a rocket on Blue Peter, water-pistol fights on warm summer afternoons... it's difficult to find someone who *doesn't* have a childhood memory involving a white FAIRY bottle

DESCRIPTION

The Product:

Mild green FAIRY liquid - *Better formula but same perfume as 50 years ago*

Packaged in:

'Historic' white opaque FAIRY bottle decorated with core visual equities:

- FAIRY Baby (Bizzie)
- Royal seal
- Logo
- 50th Anniversary message
- 2 Colour print.

NOTHING MORE.



OVERVIEW OF PROJECT

We brought back the original FAIRY bottle as a limited edition to coincide with our celebration of FAIRY Liquid's 50th birthday.

We re-created the old white cylindrical bottle to celebrate 50 years of FAIRY Liquid.

The Limited Edition was produced to a fixed volume and was available on rotation in all leading UK retailers on a strictly 'when it's gone, it's gone' basis.

In our quest to 'bring back the bottle' we were faced with major technical and commercial barriers:

- internal skepticism (many of the team grew up outside the UK so did not have an emotional connection with Blue Peter);
- trade inertia against selling such a fast-moving product on a WIGIG (When It's Gone, It's Gone) basis;
- no remaining facility to produce the white cylindrical bottle due to plant upgrades over the previous decade;
- financial constraints from both a manufacturing and commercial perspective.

All-in-all, you had to really believe in the power of the brand and the deep-seated emotional connection of UK consumers to the old white bottle. Only then did it make sense to proceed.

We overcame these obstacles via a two-pronged approach.

- Firstly, persuading senior management of the potential of this project using consumer verbatims and video diaries.
- Secondly, envisioning retailers' through 'Wow!' days - taking a heritage roadshow to retailer head offices to energise the commercial teams behind the limited edition concept.



PROJECT LAUNCH DATE

The new bottle has been launched in February 2010, while the new identity and new package design were being placed on shelf in April.



OUTLINE OF DESIGN SOLUTION

FAIRY



By Appointment to Her Majesty the Queen
Manufacturers of Soap and Detergents
Procter & Gamble UK, Newcastle upon Tyne



Our FAIRY TALE

Chapter I

Once upon a time, in the kingdom of clean, there lived a most renowned subject.

He was admired for his virtuous character. Authentic and gentle but strong and always at hand to help any maiden in distress.

Chapter II

He was known by a magical name: FAIRY

It was a name that captivated the hearts of maidens and enchanted the dreams of children.

Chapter III

One day he was presented to the queen

In honor of all the good things he had done through out the land. All those he had rescued from entrapment and laborious tasks with his might and magic were delighted to see the queen present him with her very own coat of arms.

But less chivalrous and worthy competitors alike longed for his fall from grace.

Chapter IV

His parents were proud of him, they cherished him, and blessed him with his irresistible looks and charm.

With his proud noble stride and his eternal youth it seemed that nothing could ever harm him.

But as the years went by, he realized that he was starting to disappear.

Chapter V

He gradually faded away as everyone in the kingdom started to fight each other. They all proclaimed to be noble and of great virtue, and although none of them were beloved enough to bear the royal seal, they all LOOKED the same.

People came to seek guidance from FAIRY, but they couldn't recognise him.

Chapter VI

He bravely went on a quest to find himself again.
Many told him it was impossible, the road home was fraught with danger.

The long and difficult journey stripped him of everything.
When he arrived he realised he had lost many things apart from the magic that made him FAIRY.
On his 50th birthday he returned to the kingdom. Crowds of people flocked to see him in his new and simple splendor and celebrated his return.

Everyone knew they would live happily ever after as long as FAIRY remained in their Kingdom.

Words count 336

SUMMARY OF RESULTS

Increase in Sales

Sales increased index 126 compared with the same period in the previous year (Feb-May '10 vs Feb-May '09). Absolute retail sales were GBP 40.3million compared to GBP31.9million¹.

Increase in Market Value

The total market over the same period increased index 105 (same time as above). Absolute market retail sales were GBP 60.9million compared to GBP 58.9million¹.

Increase in Market Share

FAIRY Market share over the same period increased index 120 (same time as above) from 55% to 66%¹.

Increase in Penetration

FAIRY household penetration (number of households buying FAIRY) in the 3 months to 18th April increased index 109 from 60.9% to 66.3%².



Other Influencing Factors

This was a holistic campaign with multiple touchpoints, enabled by the return of the white bottle:



- TV and Print (I Hardly Ever Buy FAIRY Liquid). "Heritage" was a regular-sized campaign, same investment as previous year campaign but which delivered much better results due to the massive consumer response to the white bottle.
- PR campaign (Passing on the performance from generation to generation)
- Digital (<http://www.FAIRY-dish.com/default.aspx>)

SHE PROMOTION



When you think back to your childhood, what are the little things that make you smile? For anyone growing up in the last 50 years, the original white Fairy bottle is probably high on the list of triggers for a bubbly trip down memory lane. And, while Fairy is still a staple in kitchens nationwide today, the original and iconic bottle signified something far greater than just a trusty washing-up liquid 'for hands that do dishes'.

For generations of children, the Fairy bottle was an essential piece of kit for crafting exciting designs from *Blue Peter*, from rockets to planes to pencil pots. And, while the 21st century has seen the bottle take a more colourful and shapely form, you'll be happy to hear that the original iconic white Fairy bottle is back to celebrate its 50th anniversary! Gracing the shelves for a limited time only, it'll be a welcome reminder of the good old days, when people shopped at the butcher and the baker (and that mysterious candlestick-maker); the days when grandma knitted you a Christmas jumper each year, and when weekend treats were about penny sweets. So get yourself original bottle of Fairy and make it part of your children's history, too!

GOLDEN DAYS

Everyone has different memories of childhood, we all remember the classic Fairy bottle! And now it's back...

RESEARCH RESOURCES

¹ Source: IRI

² Source: TNS

³ Source : number of reach provided by medias